

SUMMER SEASON  
2026



# UNDERWEAR

TOP 

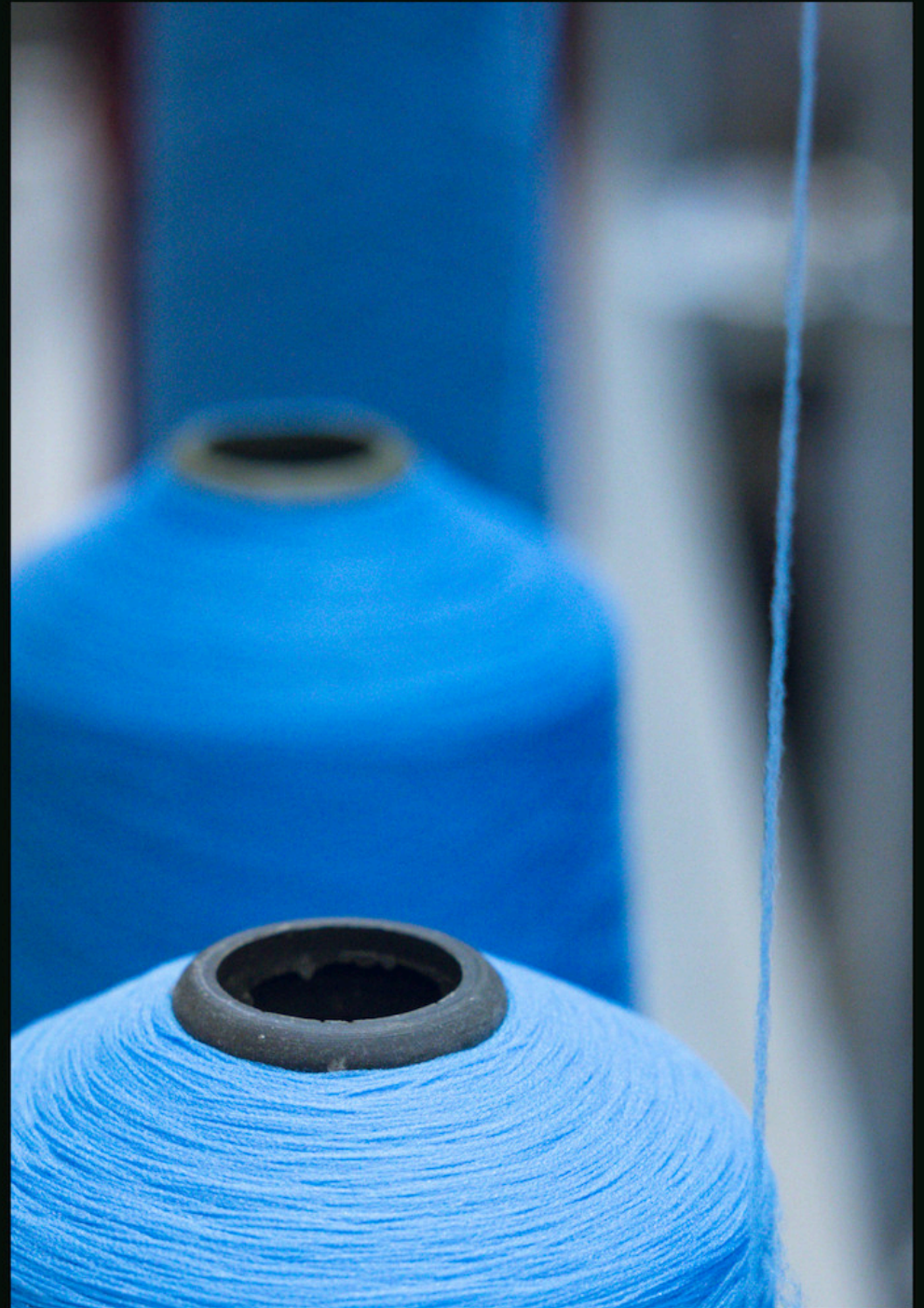
# STITCHED DIFFERENT®

From day one, Stance has set out to challenge the status quo. Today, the brand is a platform for the artists, athletes and communities who do the same. Our products are designed to ignite your daily pursuits and spark the comfort and creativity to walk your own path. From our products to our people, we are Stitched Different®.



# SETTING THE STANDARD IN FOOT COMFORT SINCE 2009.

Since our inception, Stance has been experimenting, pioneering and creating a new future for artists and athletes across the world. Backed by a community of skateboarders, snowboarders, surfers, runners, painters, musicians and more, our products are designed for and by the pursuits we were raised by. Now, after 15 years of building a legacy, we are igniting a new evolution of product and fueling the flame in the creative revolution we helped spark. This is creativity in motion. This is Stitched Different™.



# STANCE COMMUNITY

## FROM PRO ATHLETES & EVERYDAY STYLE-SEEKERS

For nearly 15 years, we've been committed to engineering and testing products designed for the comfort to be yourself, with the versatility to do more. We believe the perfect fit matters more than fitting in and that the path to innovation is through our imagination. Our community of artists, athletes and everyday icons inspire us to stay in motion and we embrace the full spectrum of their stories. Behind every Stance product is the freedom to choose your unique path and live to your fullest expression.



# PRIMARY MESSAGING

Hero Franchise Campaign

CASUAL SOCKS: EVERYDAY ESSENTIAL  
PERFORMANCE SOCKS: TESTED EVERYWHERE

# HERO PRODUCTS

Seasonally Relevance

## HERO PRODUCTS

Socks: Casual (Icon, Boyd, Curren, Butter Blend™), Performance Run Socks, Snow socks. Women's styles. Golf Socks

Apparel: Graphics, Premiere Tee, All Day Tee

UW: Butter Blend™ Boxer Brief

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## COMMERCIAL MOMENTS

Valentine's Day  
President's Day

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## COMMERCIAL MOMENTS

Spring Break

# BRAND PARTNERSHIPS

Energy Injections

ARIZONA ICED TEA

NATIONAL PARKS

# PRIMARY MESSAGING

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## COMMERCIAL MOMENTS

Memorial Day

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## COMMERCIAL MOMENTS

Fathers Day

# BRAND PARTNERSHIPS

Energy Injections

STAR WARS

# UNDERWEAR

Experience first layer comfort in top fits and fabrics with casual and performance underwear.



UNDERWEAR

# 2026 MARKETING POSITION



Experience first layer comfort with casual and performance underwear. Designed for comfort in your own skin.



**FIRST-LAYER  
COMFORT**

STANCE UNDERWEAR  
DESIGNED FOR COMFORT IN YOUR OWN SKIN

TOP ^

# FIRST LAYER COMFORT



## STANCE BOXER BRIEFS

Boxer briefs are designed for everyday comfort and are designed for all-day comfort with breathable architecture and plush feather seaming. A coreflex waistband moves as you do.



FEATHER-SEAM™  
CONSTRUCTION



SIDE ENTRY  
FLY



MEDIUM SUPPORT



## STANCE BOXERS

A premium low support option with functional button fly access. Specialized coverstitch seams minimize irritation for enhanced all-day wearability. Also includes a coreflex waistband with heat transfer label and tear-away care labeling inside the garment for added comfort.



MEDIUM SUPPORT



3 1/2" INSEAM

BUTTERBLEND™

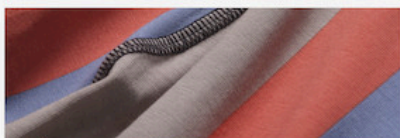
# FIT & FABRIC



## COTTON

These primary-painted basics with feather stitching along the seams creates a flawless fit while a core flex waistband moves as you do.

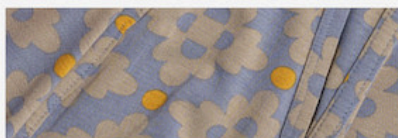
FOR THE EVERYDAY,  
EVERY WAY WEAR.



## BUTTER BLEND™

Butter Blend™ boxer briefs come durably designed for all-day comfort with breathable architecture and plush feather seaming. Available with Wholester™ for max support.

FOR FEELING SURROUNDED  
IN SOFTNESS.



## PERFORMANCE

Stance FreshTek™ is an antimicrobial and moisture-wicking wash designed to keep you feeling fresh and dry for life on the move.

FOR STAYING FRESH FROM  
START TO FINISH.



## POLY BLEND

An awesome undercover combination of lightweight breathability, versatile design and ample support

FOR LIGHTWEIGHT  
BREATHABILITY.



UNDERWEAR

# FEEL THE DIFFERENCE



A specialized coverstitch seam minimizes irritation for enhanced all-day wearability. Also includes a coreflex waistband with heat transfer label and tear-away care labeling inside the garment for added comfort.



BUTTON FLY  
ACCESS

COREFLEX  
WAISTBAND

FEATHERSEAM  
CONSTRUCTION

BUTTER BLEND™  
SUPERIOR SOFTNESS



**ALL GOOD GUARANTEE**

Every Stance purchase is backed by our quality guarantee. If someone is not completely stoked with their order, we'll take care of it. See website for more details or contact us at [info@stance.com](mailto:info@stance.com).

TOP ^

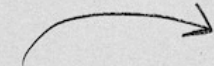
UNDERWEAR

# FEEL THE DIFFERENCE



Stance Performance Underwear is durably designed for all-day comfort with compression, plush feather seaming, performance mesh to promote airflow and Freshtek™ moisture and odor control.

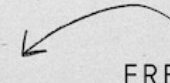
SUPPORT CROTCH GUSSET



DURABLE NYLON SPANDEX BLEND



FRESHTEK™ MOISTURE & ODOR CONTROL



SECURE STORAGE POCKET



**ALL GOOD GUARANTEE**

Every Stance purchase is backed by our quality guarantee. If someone is not completely stoked with their order, we'll take care of it. See website for more details or contact us at [info@stance.com](mailto:info@stance.com).

TOP ^

UNDERWEAR

# FEEL THE DIFFERENCE



Superior softness where it counts, our breathable Butter Blend™ Boxer Briefs with a fan-favorite Wholester™ support pouch provide maximum support and unparalleled comfort.

BUTTER BLEND™  
SUPERIOR SOFTNESS

PATENTED WHOLESTER™  
POUCH TECHNOLOGY

MAXIMUM  
SUPPORT

FEATHERSEAM  
CONSTRUCTION



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TOP ^



# BUTTER BLEND™ WHOLESTER

SUMMER SEASON  
2026



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SOLID GREEN WHOLESTER  
M901B26WAS - GRN - M

SIZE S M L XL



FLORA SCAN WHOLESTER  
M901B26FLO - BLK - M

SIZE S M L XL

NEW



THE FOURTH ST 6in  
M901A20FO6 - BLU - M

SIZE S M L XL

NEW



STAPLE ST 6in  
M901A20ST6 - BLK - M

SIZE S M L XL



# BUTTER BLEND™ BOXER BRIEF

SUMMER SEASON  
2026





BLUE POP BOXER BRIEF

M801B26BLU - CAP - M

SIZE S M L XL

LAVA LAMP BOXER BRIEF

M801B26LAV - TEA - M

SIZE S M L XL

NEW



REGULATION BOXER BRIEF

M801A20REG - HGR - M

SIZE S M L XL

NEW



REGULATION BOXER BRIEF

M801A20REG - BLK - M

SIZE S M L XL



# BUTTER BLEND™ BOXER

SUMMER SEASON  
2026

TOP





BUTTER BLEND BOXER

M701D23BUT - GRY - M

SIZE S M L XL

**NEW**

BUTTER BLEND BOXER

M701D23BUT - BLK - M

SIZE S M L XL



# COTTON BOXER BRIEF

SUMMER SEASON  
2026



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STANDARD 6in BOXER BRIEF

M802A20ST6 - BLK - M

SIZE S M L XL



MENS BOXER BRIEF 3 PACK

M802D25MBB - BLK - M  
COMBED COTTON BLEND

SIZE XS S M L XL XXL



MENS BOXER BRIEF 3 PACK

M802D25MBB - HGR - M  
COMBED COTTON BLEND

SIZE XS S M L XL XXL



MENS BOXER BRIEF 3 PACK

M802D25MBB - MUL - M  
COMBED COTTON BLEND

SIZE XS S M L XL XXL



# POLY BOXER BRIEF

SUMMER SEASON  
2026





DIGI PEDALS BOXER BRIEF

M803B26DIG - IND - M

SIZE S M L XL

NEW

CHEF CHECK BOXER BRIEF

M803B26CHE - MAN - M

SIZE S M L XL

NEW

WESTERN MARS BOXER BRIEF

M803B26WES - MUL - M

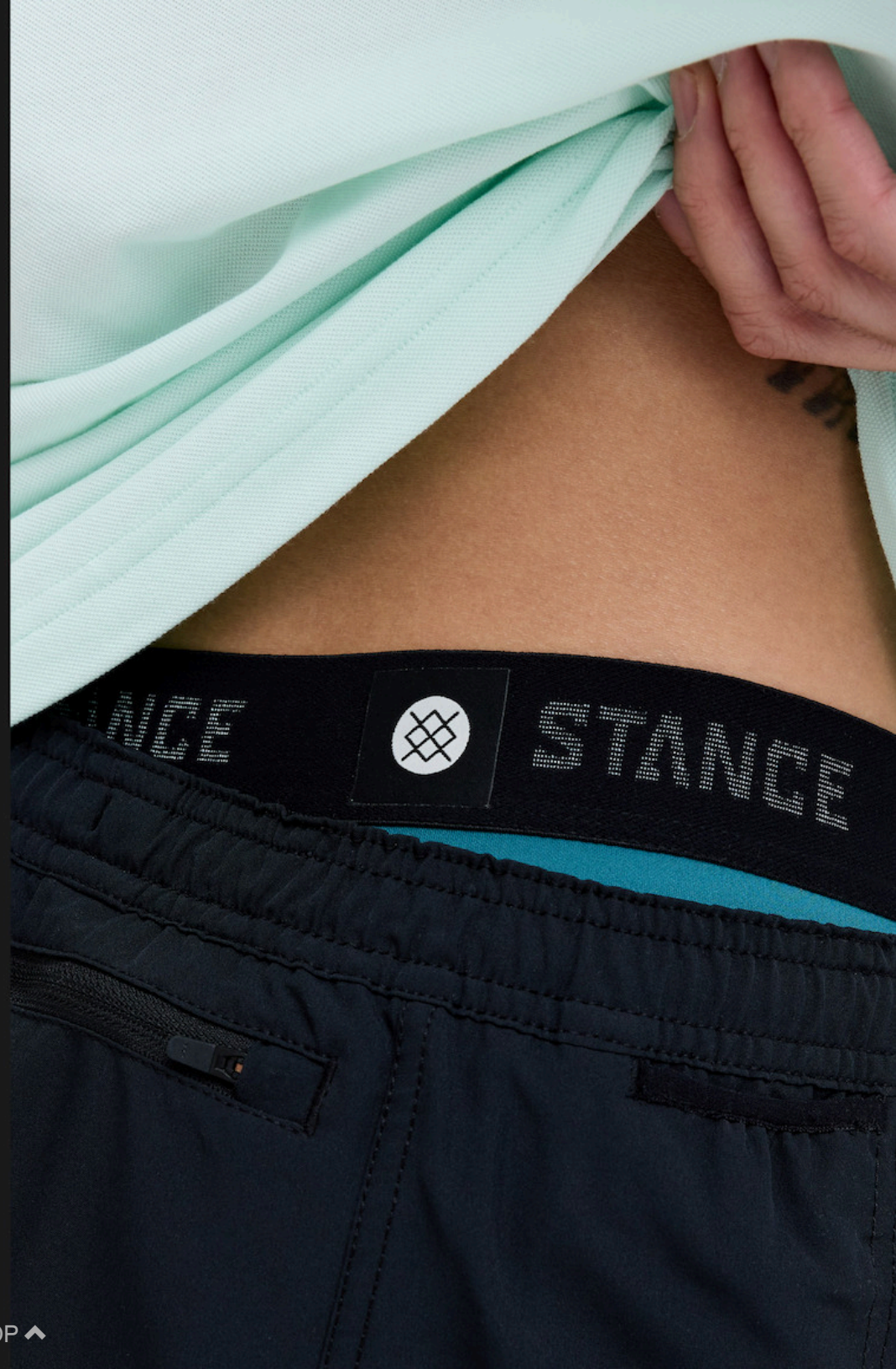
SIZE S M L XL

NEW



# PERFORMANCE UNDERWEAR

SUMMER SEASON  
2026



TOP 



COMPRESSION NYLON UNDERWEAR

M804C24COM - COB - M

SIZE S M L XL

**NEW**

COMPRESSION NYLON UNDERWEAR

M804C24COM - BLK - M

SIZE S M L XL

SU26 UNDERWEAR

# UNDERWEAR OVERVIEW

BUTTER BLEND™ WHOLESTER™



BUTTER BLEND™ BOXER BRIEF



BUTTER BLEND™ BOXER



POLY BOXER BRIEF



COTTON BOXER BRIEF



NYLON PERFORMANCE COMPRESSION



NYLON PERFORMANCE WHOLESTER™



# SIZE GUIDES

## SOCKS - ADULT

|    | US M    | US W    | UK M    | UK W  | EU    | JP M  | JP W  | BR    |
|----|---------|---------|---------|-------|-------|-------|-------|-------|
| S  | 3-5.5   | 5-7.5   | 1.5-4.5 | 3-5.5 | 35-37 | 20-23 | 22-24 | 32-35 |
| M  | 6-8.5   | 8-10.5  | 5.0-7.5 | 6-8.5 | 38-42 | 24-26 | 25-27 | 36-39 |
| L  | 9-13    | 11-13.5 | 8-12    | 9-11  | 43-47 | 27-31 | 28-29 | 40-45 |
| XL | 13.5-16 | -       | 12.5-15 | -     | 48-50 | 32-34 | -     | 46-48 |

## SOCKS - KIDS

|   | US    | EU    | UK        | JP      | BR        |
|---|-------|-------|-----------|---------|-----------|
| S | 7-10  | 23-28 | 6.5-9.5   | 14-16.5 | 21.5-25.5 |
| M | 11-12 | 29-34 | 10.5-13.5 | 17-19.5 | 27-31     |
| L | 3-5.5 | 35-37 | 1.5-4.5   | 20-23   | 32-35     |

## UNDERWEAR

| UNISEX / MENS | XS       | S        | M        | L        | XL       | XXL      |
|---------------|----------|----------|----------|----------|----------|----------|
| WAIST         | 27-29 in | 29-31 in | 31-33 in | 33-35 in | 35-37 in | 37-40 in |

## UNDERWEAR - KIDS

| KIDS            | S (6-8) | M (8-10) | L (10-12) | XL (12-14) |
|-----------------|---------|----------|-----------|------------|
| WAIST IN INCHES | 22.5-24 | 24-26    | 26-28     | 28-30      |

## APPAREL

| UNISEX / MENS | XS             | S              | M              | L              | XL             | XXL            |
|---------------|----------------|----------------|----------------|----------------|----------------|----------------|
| SHOULDER      | 16.75-17.25 in | 17.25-17.75 in | 17.75-18.25 in | 18.25-18.75 in | 18.75-19.25 in | 19.25-20.25 in |
| CHEST         | 35-37 in       | 37-39 in       | 39-41 in       | 41-43 in       | 43-45 in       | 45-48 in       |
| WAIST         | 27-29 in       | 29-31 in       | 31-33 in       | 33-35 in       | 35-37 in       | 37-40 in       |
| HIPS          | 35-37 in       | 37-39 in       | 39-41 in       | 41-43 in       | 43-45 in       | 45-48 in       |

# THANK YOU

